



R. J. Reynolds Tobacco Company  
**DORAL BOX**  
 NEW BRAND INTRODUCTION

Account: PETER P. DENNIS #153480

Brand Promotion		New Doral Box	New Doral Box BIG IF Displays
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Allocation (cs)	3 cs Doral FFBx 3 cs Doral LtBx 4 cs Doral FFMBx	2 cs Doral FFBx 2 cs Doral FFMBx
Displays		30 (for low volume stores only)
Payment	.50 for each ctn allocated product sent to retail by 4/5/96 (\$15.00/6M cs)	\$2.00 to sales person for each low volume account a display is sold to (LIMIT 1 display per acct)
Date Product Shipped	3/11/96 <i>Ordered 3/8/96</i> <u>1</u> cs Doral FFBx <u>1</u> cs Doral LtBx <u>1</u> cs Doral FFMBx	3/18/96 <u>2</u> cs Doral FFBx <u>2</u> cs Doral LtBx <u>3</u> cs Doral FFMBx
Promotion	Placed on all contract displays	POS placed in all stores
Product shipped to retail		Immediately
Payment for prebooked black lined and stickered product		28.00 per 12M case of product

*3/11/96 OK*  
*3/25/96*  
*created 3/8/96*  
*Pharmacia mark*  
*(coordman)*

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# DORAL Full Flavor, Full Flavor Menthol and Lights Box

## Direct Account Fact Sheet - Live Product

### Introductory Allowances - Live Product

An introductory promotional payment of \$5 per 6M case will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional \$10 per 6M case will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

### Ordering

First Ship Date: March 11, 1996

### Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	<u>List Price</u>	<u>Carton</u>	<u>6M Case</u>
DORAL Full Flavor Box	\$43.95/M	\$8.79	\$263.70
DORAL Full Flavor Menthol	\$43.95/M	\$8.79	\$263.70
DORAL Lights Box	\$43.95/M	\$8.79	\$263.70

### Product Dimensions & Weights

	<u>Length</u>	<u>Width</u>	<u>Height</u>	<u>Cube (ft.)</u>	<u>Weight</u>
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

### UPC Information

	<u>DORAL FF 83 Box</u>	<u>DORAL FF Menthol 83 Box</u>	<u>DORAL Lt 83 Box</u>
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013	12300-23284	12300-84113
6M Case	12300-84006	12300-23285	12300-84106

R. J. REYNOLDS TOBACCO COMPANY

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# DORAL Full Flavor, Full Flavor Menthol

## Direct Account Fact Sheet - Promotional Product B1G1F

An introductory B1G1F program has been designed to provide trial on DORAL Full Flavor Box and DORAL Full Flavor Menthol Box (only DORAL Full Flavor Box and Full Flavor Menthol Box will be included in the B1G1F offer because these styles are strong performers in your markets).

### DORAL FF and FF Menthol - Promotion Details

<u>Promotion Number:</u>	600895
<u>First Order Date:</u>	3/11/96
<u>Promotional Product Code:</u>	DORAL FF Box B1G1F 12300-22362 (6M Case) DORAL FF Menthol B1G1F 12300-22373 (6M Case) (All product shipped in white cartons)
<u>Display/Shipper Information:</u>	Special Shipper/B1G1F Kit #508880 (1/SKU) (Contains 1 Pack Display and 1 Offer-Specific Riser Card for Display)
<u>Display Load:</u>	Kit has been designed to hold: 2 Cartons - DORAL FF Box 2 Cartons - DORAL FF Menthol Box Direct Account to place 4 cartons of promoted product in kit and ship to retailer by April 5, 1996 (RJR to furnish illustration of kit).
<u>Special Display Allowance:</u>	A special display payment of \$2 per display (\$15 per 6M case) will be issued to the direct account by RJR for selling in the displays at retail by April 5, 1996.

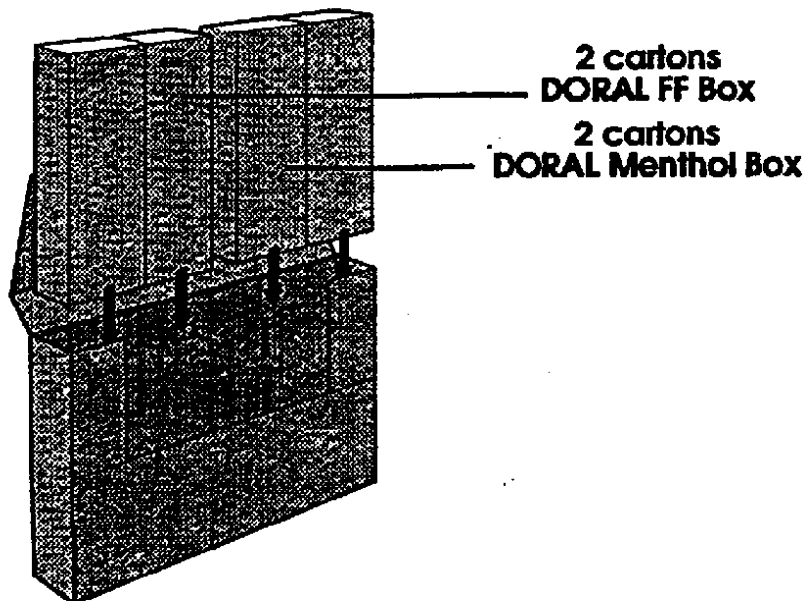
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# DORAL FF + MENTHOL BOX INTRO

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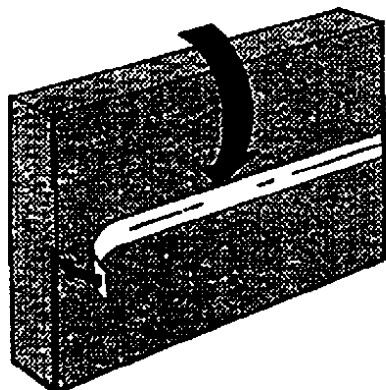
## Wholesaler Packing Instructions DORAL FF + Menthol Box B1G1F

### STEP 1 (promoted product in white carton)



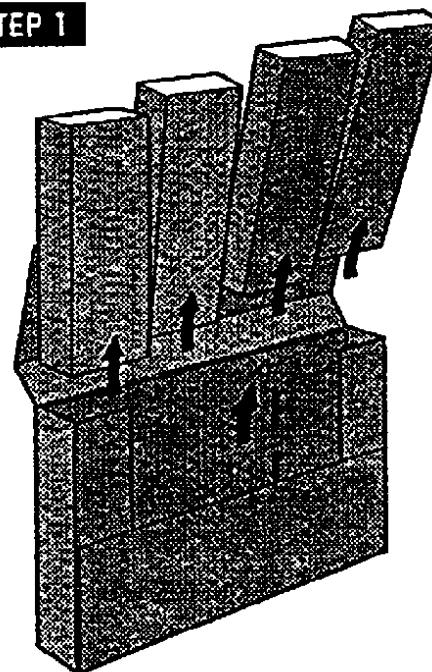
### STEP 2

Seal and ship to retailer.



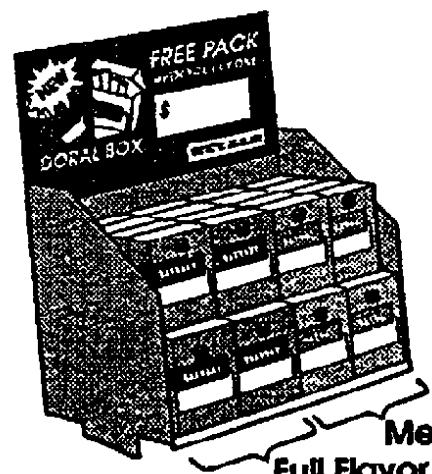
## Retailer Set-up Instructions DORAL FF + Menthol Box B1G1F Display

### STEP 1



- Open shipper
- Remove cartons.

### STEP 2



- Take out display and assemble.
- Attach advertising card to display and write in price.
- Remove 20 B1G1F offers from four cartons and place in display.
- Position in primary selling location.

*RJ Reynolds*  
Tobacco Company



M. J. GOODMAN  
Regional Operations Manager  
4603 West Chester Pike  
Newtown Square, Pa. 19073  
610-353-8850  
Fax: 610-353-8970

March 11, 1996

RJR Account # 153480  
JOHN ZARBANTY  
PETER P. DENNIS INC.  
1224 S MAIN ST  
PHILLIPSBURG, NJ 08865

Doral FF Menthol Box / Full Flavor Box Introductory B1G1F Offer

To: JOHN ZARBANTY

Doral B1G1F product has been ordered (see quantities below), as well as the B1G1F shippers (item # 508880) to pack the Doral FF Menthol Box and Doral FF Box B1G1F introduction offer. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# Cases (6m)
12300-22362	Doral FF Menthol Box (B1G1F Product)	2
12300-22373	Doral Full Flavor Box (B1G1F Product)	2
	B1G1F Shipper/Display	30

These allocations will allow you to build :	30 Shippers
Product Arrival Date:	March-26-1996
Display/Shipper Delivery Date:	March-22-1996
Ship Date to retail	Week of April 1, 1996
The PO # for this order is:	
SKU Cube:	0.2640
Retail Sales Offer per SKU	20 Offers
Billing per SKU	2 Savings Priced cartons
EFT \$ Amount	
Non EFT Amount	\$253.12

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Doral FF Menthol Box/FF Box Introduction

Account: PETER P. DENNIS INC. / 153480

**Promotion Description:** Utilizes self-contained shipper. Shipper has 20, buy 1 pack-get 1 pack free offers. 2 (white) cartons of Doral FF Menthol Box B1G1F and 2 (white) cartons of Doral full Flavor Box B1G1F should be placed in each shipper to create the display.

**Payment of \$2 per store that is sold and shipped a B1G1F packed display by April 5th will be made by RJR.**

RJR will reimburse you \$2 per store for all displays packed and shipped to retail by April 5th, 1996. You must supply a listing of stores sold to your RJR representative, Lanny Wolfe who will validate the list and submit the attached voucher request for payment.

**Important Note:** Only one display/shipper should be sold per retail account.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

*Mark*

M. J. Goodman

cc: Lanny Wolfe

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## Doral Box B1G1F shipper payment request form

Promotion: Doral FF Menthol Box and Full Flavor Box B1G1F - Promotion #600895

Note: Payment is based on \$2 per store sold and shipped a Doral FF and FF Menthol Box B1G1F display by April 5th, 1996.

Wholesale Partner Name: PETER P. DENNIS INC.

RJR Account Number: 153480

Stores Sold and Delivered: 30 X \$2

Equals Value Added Payment Due: \$ 60.00

Wholesale Partner Signature: Joan Smith

RJR Representative: L. J. Wayne

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: \_\_\_\_\_

Processed by: \_\_\_\_\_

Voucher #: \_\_\_\_\_

*Mailed to Phila Doc.  
4/18/96*

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